



**PUERTO RICO CONVENTION BUREAU APPOINTS ISHMAEL KOLTHOFF, CMP TO DIRECTOR OF SALES, CONVENTION CENTER**

**SAN JUAN, January 25, 2011** – Ana María Viscasillas, president and CEO of the Puerto Rico Convention Bureau announces the appointment of Ishmael Kolthoff, CMP as Director of Sales for the Puerto Rico Convention Center. The Bureau is the official sales and marketing agent for the facility.

Based in New York, Ishmael will be responsible for convention center sales in the Metropolitan Tri-State (NY, NJ, CT) region as well as the Northeast region of the U.S.

A Certified Meeting Professional (CMP), Kolthoff brings more than two decades of sales experience to the organization, having started out with Westin Hotels & Resorts in Puerto Rico and working with Hyatt Hotels & Resorts, Concorde Hotels and Accord Hotels over the years. Between 2001 and 2007, Kolthoff worked for the Puerto Rico Convention Bureau as a Regional Sales Manager in the New York business unit before becoming the Director of Groups & Incentives for the Northeast Market on behalf of Sol Melía Hotels & Resorts. Most recently, Ishmael Kolthoff worked for the Aruba Convention Bureau.

“Ishmael is a dedicated professional with a wealth of sales experience and a deep understanding of Puerto Rico’s convention product,” stated Ramón Sánchez, executive vice president and COO for the Puerto Rico Convention Bureau. “We’re excited to have Ishmael return to the Bureau given his past contributions to the organization and commitment to the destination team. We are confident that Ishmael’s wealth of knowledge and industry relationships will greatly benefit Puerto Rico’s meetings market.”

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Sales and Marketing Agent for the Puerto Rico Convention Center





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In addition to being a Certified Puerto Rico Travel Expert, Kolfhoff is an active member of MPI, NYSAE and the Convention Industry Council.

**Editor's Note:**

The **Puerto Rico Convention Bureau (PRCB)** is a non-profit organization established in 1962 to drive meetings, conventions, trade shows and incentive groups to Puerto Rico. With offices in San Juan, Chicago, New York, Miami, and Washington DC, the Bureau strengthens Puerto Rico's competitive position in the Americas and abroad by increasing awareness of the Island's outstanding meeting facilities and services, and produces approximately \$97 million to the local economy. The Bureau can be reached electronically through the Internet at [info@meetpuertorico.com](mailto:info@meetpuertorico.com) or at its website [www.meetpuertorico.com](http://www.meetpuertorico.com). The PRCB is the official marketing and sales agent for the new Puerto Rico Convention Center (PRCC) opened November 2005. For more information on the new Convention Center visit [www.prconvention.com](http://www.prconvention.com). The Puerto Rico Convention Bureau is the **only** Bureau to have certification by both Lloyds Registered Quality Assurance through the BestCities Global Alliance and accreditation by the Destination Marketing Association International (DMAI) as an elite destination marketing organization. The Puerto Rico Convention Bureau, representing the capital city of San Juan, is a proud member of Best Cities Global Alliance, the first convention bureau alliance that represents the highest standards of service in the meetings and convention industry. For more information, visit [www.bestcities.net](http://www.bestcities.net). DMAI is the world's largest association of CVBs, representing more than 600 destination management organizations in more than 25 countries.



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